



**American
Red Cross**

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Give blood.

Connecticut Region Blood Services
209 Farmington Avenue
Farmington, CT 06032
1-800-GIVE-LIFE
bloodct.org

Want to Earn College Scholarship Money? Bloodstock 2008 Scholarship*

To help avoid any life-threatening blood shortages, the American Red Cross is kicking off Bloodstock 2008. This is a fun program for you – our dedicated high school students. The American Red Cross believes that, with your support, we will be better equipped to meet the blood needs of the patients in our community!

Bloodstock drives will be held from June 15 through August 30, 2008. Seventeen and eighteen year old students residing in the State of Connecticut who are currently enrolled in high school or college and are in good standing at their respective educational institution are eligible! All they have to do is conduct a blood drive that yields at least 40 productive units of blood.

The Summer Scholarship program is focused on increasing the number of summer blood drives sponsored by high school students. Scholarships ranging from \$250 to \$400 are available and will be determined based on productive pints collected at the student blood drive. The awards are as follows:

40-44 productive pints = \$250;
45-50 productive pints = \$300;
51-55 productive pints = \$350;
56 and above = \$400.

Here's how it works. The students will partner with American Red Cross staff to plan a blood drive, find a suitable location, educate their friends, peers and family members about the importance of donating blood and sign those people up to donate.

The blood drive may be held at High Schools, Colleges, community sites or other facilities. The American Red Cross staff member may be able to assist in finding an appropriate facility.

The blood drive must be sponsored solely by the student and cannot be one that is on the ARC calendar as of May 19, 2008 and must be held during the time period June 15 through August 30, 2008. The student must be at the blood drive for the entire drive.

The scholarship will be paid directly to the school or university in the student's name and may be used for tuition, educational supplies such as books, materials, or educational institution provided housing. If a student does not attend college the semester following the blood drive or following graduation if the student is still in high school, the scholarship is forfeited.

For more information or to complete an application for Bloodstock Scholarship, please visit us online at www.bloodct.org or contact Karen Murray at 860-678-5409 or murrayk@usa.redcross.org.

*Scholarship check will be addressed to College/University the student is attending, not to the individual.

Step 7: Remind Donors

After donors make their appointments, reminders are crucial to a smooth and successful drive. Even the most enthusiastic donor could forget. You can do reminders in many ways. For example:

Reminder cards:

- Provide reminder cards and have the students or other volunteer donors fill out their own reminder cards when scheduling an appointment.

Voice Mail/E-mail/Phone Call Reminders

- Provide donors a simple reminder the night before with the time they are donating, where the Bloodstock drive is being held, and to eat a good meal beforehand. Here is a sample message:
 - "Hi, this is (your name) from the American Red Cross Bloodstock blood drive. I want to remind you that you have an appointment to donate blood at (location) on the (day) of (month) at (time). Please come on time, drink lots of fluids and eat a good meal before you arrive. If, for any reason, you cannot make your appointment, please call me at (phone number). Thank you, and have a great day."

Step 8: Recognize Donors

It is always very important to commend and recognize donors. Here are some ideas:

- Create a banner with names of all donors and volunteers and place it in a prominent location.
- Have donors sign banner when they present to donate and place in prominent location in a community building after the blood drive (community center, high school, church, etc.).
- Do a follow-up story and list names of donors and volunteers in local newspapers and/or community newsletters.
- Use name tags/stickers saying "I gave blood today" for donors (available from the Red Cross).

That's it! A little organization and delegation goes a long way in planning a successful blood drive. Not only can sponsoring a blood drive help you develop leadership skills that will be an asset in future positions, you'll also have the opportunity to meet lots of new friends, and have lots of fun ...all while helping others in need!

See... you really are part of a very special group of people who care about their community. Thank you for your efforts!

*"non-transferable - may only be redeemed by person whose name appears above."
Incentives must not be redeemable for cash - e.g., gift certificate that reads "no cash
value, redeemable for merchandise only."*

*Work with your American Red Cross Account Manager. Any type of incentive offered must be approved by the Red Cross prior to the blood drive.

Step 6: Schedule Your Donors

- It's important to sign your donors up so they have an appointment time and you have a schedule of donors to make sure you reach your goal.
- Make sure that you sign up at least 30% over your targeted productive goal to cull for donors who may not show or who might be deferred from giving. Keep your American Red Cross Account Manager updated on your total sign-ups. Ask for guidance before you schedule greater than 30% over your targeted goal.
- Make sure you note donors' day/evening or cell phone contact numbers, as well as e-mail addresses, so you can contact them to remind them of their appointment times.
- Ask your Account Manager about the use of on-line scheduling to assist you with scheduling donors.

Kinds of Donors

It's important to realize that not everyone is as involved in blood donation as you are. Not everyone is fearless and not everyone knows why it is so important. The following is a list of some of the types of donors you might encounter. It might be helpful to keep these in mind when planning a blood drive:

- Excited. These donors know there is going to be a Bloodstock blood drive and might even call you before you start to publicize to schedule an appointment because they are so excited - they do exist!
- Excited, but need to know. Most people aren't as eager as the first group. But these people only need to hear about it once, and they will be calling or signing up immediately.
- Definitely will give. They have no problem giving, but they need to be reminded many times to sign up before it clicks.
- Might give. These are people who have never given, or who have had mediocre or bad experiences with donating. This is where education and reminders come into play. Sometimes it only takes a few facts about the need for blood and they are sold...sometimes it takes a little more. If people are afraid, it might help to have them sign up with a friend or tell them that they can bring a friend for moral support.